

New BabyCal Outreach Materials Debut

After an intensive redevelopment process, a new generation of BabyCal perinatal outreach materials is now available. These updated materials include colorful multilingual brochures and posters, a new brochure holder and tear-off pad display for expanded outreach in local communities.



The new brochure and poster feature the headline, "Loving Your Baby Starts with Prenatal Care" – a theme that received a positive response in the testing phase. The importance of prenatal care, healthy lifestyle choices and the availability of programs that can help expectant mothers are topics that continue to be highlighted in the new brochure. Additionally, a new section of the brochure addresses the important role that family, friends and the baby's father can play during pregnancy. Another new section covers important things to remember after the baby is born, such as scheduling a postnatal check-up, getting health insurance for the baby and starting the baby's immunizations on time.

Our poster features a special moment with the mom, dad and their baby and conveys the Campaign's key messages through the "Steps to a Healthy Baby." BabyCal's toll-free number (1-800-BABY-999) continues to be featured prominently in the new materials.

Community-based organizations (CBOs) and their pregnant clients were instrumental in providing feedback on the content and design. We tested headlines, colors and topics to arrive at the final format. Our goal was to develop outreach materials that are easy to read, attractive and, most importantly, appealing to the target audiences. Participants responded positively to the design concept, use of language and easy-to-read format, topics (including the father's role in prenatal care), and the moms, dads and babies featured in the materials. Input also was obtained from BabyCal's team of CBO Coordinators and ethnic consultants to ensure culturally sensitive and appropriate materials.

A new bilingual tear-off pad display can be used to expand your current outreach in the community and attract new clients. It can be customized with a sticker or stamp offering your organization's contact information and can be placed in select venues to reach target women, including beauty salons, laundromats and churches.



BabyCal continues to offer these materials free of charge to CBOs that participate in the BabyCal Network. Hopefully, you've received your sample packet of materials, sent in late November. If not, contact your CBO Coordinator or call Hill and Knowlton. Also, please let us know of any other CBOs that might be interested in receiving a sample packet. (See page 4 for contact and ordering information.)

Asian Women's Resource Center

Gloria Tan/Executive Director • Melissa Ng/Family Case Counselor • Phone 415/788-1008

Located in the heart of San Francisco's Chinatown, the Asian Women's Resource Center (AWRC) provides housing for approximately 100 women in transition annually. Additionally, AWRC provides a wide range of services for women of childbearing age who desire to achieve self-reliance and independence.

Many newcomers to the Chinatown community may need health care, housing and other vital services such as job training, but do not know where or how to obtain them. The AWRC, which joined the BabyCal Network in 1997, offers counseling, support groups and a telephone hotline referring women who need health care to Medi-Cal and local clinics. BabyCal brochures and magnets are provided to pregnant women at the center and posters are displayed throughout the facility.

"The BabyCal posters are really nice and have been well-received by our clients," according to Melissa Ng, AWRC Family Case Counselor. AWRC also distributes BabyCal materials at the annual Chinatown Community Health Fair, sponsored by AWRC and other local agencies.

"AWRC is truly a grassroots agency," says Gloria Tan, the Center's Executive Director for the past 14 years. She credits the center's success to building trust within the community and establishing ongoing, continuous relationships with clients. Established in 1984, the Center has grown to serve 1,800 women and children annually.

AWRC strives to meet the needs of an ever-changing community by providing services to a diverse clientele, including Asian women from China, Taiwan, Hong Kong, Vietnam, Korea, Japan, Southeast Asia and the Philippines, as well as Caucasian and African American women seeking to enrich their lives. As a result, women and children from various backgrounds have the opportunity to interact with one another and be introduced to the various cultures, ethnicities and lifestyles represented within the community.

AWRC's entire staff is fluent in many languages, including Vietnamese, Cantonese, Mandarin and Spanish. Multilingual BabyCal materials assist the Center in providing vital information to these diverse populations.

The Parent Child Development Program is the AWRC's newest offering. It provides structured pre-school activities for children (infant to 4 years old) to help them develop motor, socialization and independence skills. Speech and mental health screenings, assessments and treatment are provided on-site for the children as well. Other AWRC programs include health education classes, nutrition workshops and parent education classes to help clients develop effective parenting skills.



AWRC staff members Rhonda Wu (right) and Dennie Ho (left) join a mother and the toddler group in a birthday celebration.

As with many grassroots organizations, AWRC's greatest challenge is maintaining sufficient funds and resources for the ever-growing needs of the community it serves. That challenge is overcome by seeking funding through local fundraising as well as corporate and individual donations. AWRC also receives funding from the San Francisco Mayor's Office of Children, Youth and Families and the United Methodist Church.

More Children Now Qualify for State Health Coverage

An estimated 1.6 million children in California currently do not have health coverage. To address this problem, Governor Wilson signed legislation in September 1997 modifying eligibility for state health coverage to more of California's children. More children now qualify for health coverage as a result of changes to the no-cost Medi-Cal program and the introduction of a state subsidized low-cost insurance program called Healthy Families.

With recent changes to Medi-Cal for children and implementation of the Healthy Families program, more of the families you work with will be able to provide their children with the health care they deserve. Following are some details about these programs.

Medi-Cal for Children

Changes to Medi-Cal for children include:

Effective March 1, 1998:

- "Property Disregard" -- children can get no-cost Medi-Cal based solely on family income.
- Expansion of "no-cost" eligibility -- children ages 14 through 18 now qualify for no-cost Medi-Cal if their family's income is at or below certain levels.

Effective June 1998:

- A mail-in Medi-Cal/Healthy Families application form.

Healthy Families Program (Effective July 1, 1998)

In addition to changes to Medi-Cal for children, Governor Wilson also signed legislation to create the Healthy Families

program, which is administered by the Managed Risk Medical Insurance Board. This new program offers low-cost health insurance to children, ages 1 through 18, whose family incomes are between 100-200 percent of the federal poverty level. The program offers comprehensive health benefits, including vision and dental care, immunizations and regular preventive health care exams. Families will be able to select a health plan that best fits their needs. Low monthly premiums will be based on income, with minimal co-payments for most outpatient services. Pre-enrollment for the Healthy Families program will begin in June 1998.

Education and Outreach

To help families learn about and apply for these state health programs for children, the Department of Health Services launched a statewide education and outreach campaign in February 1998. The Campaign focuses initially on changes to Medi-Cal for children and will phase-in information about the new Healthy Families program. The purpose of this campaign is to raise awareness of the importance of health care for children and the availability of state programs. The Campaign includes advertising, public relations, partnerships with CBOs and other activities to reach the target audiences.

A toll-free line (1-888-747-1222) offers information about Medi-Cal for Children and the Healthy Families program in 10 languages. Colorful multilingual brochures and posters are available to assist community-based organizations in your outreach efforts. Please see the enclosed order form which offers more information.

Welcome, New BabyCal CBOs!

We would like to welcome the newest members of the BabyCal CBO Network. Thank you for your partnership to educate women and their families in your communities about the importance of prenatal care.

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| ■ American Indian Family Healing Center, Oakland | ■ Pregnancy Counseling Center, Santa Rosa |
| ■ Asian Women's Resource Center, San Francisco | ■ Sacramento Urban Indian Health Project, Sacramento |
| ■ CalOPTIMA Perinatal Support Services, Orange | ■ Santa Lucia Medical Group, Salinas |
| ■ Child Health & Disability Prevention Program, Sacramento | ■ Santa Ynez Health Clinic, Santa Ynez |
| ■ Children's Council of San Francisco, San Francisco | ■ Sequoia Women's Health Center, Fresno |
| ■ Consolidated Tribal Health, Redwood Valley | ■ Sierra Nueva High - Alternative School for Parenting/Pregnant Teens, Sacramento |
| ■ Dominican Hospital - Health Outreach Services, Santa Cruz | ■ Ukiah Valley Perinatal Program, Ukiah |
| ■ Fresno Indian Health Association, Fresno | ■ United Indian Health Services, Trinidad |
| ■ H&H Ecoprises - Oakland Healthy Start, Oakland | ■ West Oakland Health Council, Oakland |
| ■ March of Dimes - Birth Defects Foundation, Stanislaus | ■ Wu Yee Children's Center, San Francisco |
| ■ Northeast Medical Service, San Francisco | |
| ■ Pittsburg Public Health Department, Pittsburg | |

If you know other organizations that might be interested in joining the BabyCal Network, please contact your local CBO Coordinator or call Andrea Hanson at Hill and Knowlton (213/966-5763).

Health Fairs Conferences

The BabyCal CBO Coordinators have been busy the past few months visiting CBOs and participating in local health fairs and conferences to meet with CBO representatives and share BabyCal's new outreach materials.

BabyCal materials were displayed at the **Sacramento Urban Indian Health Project's Community Fun and Health Fair** held in Sacramento, Oct. 4. CBO Coordinator Edith Tybo represented BabyCal at the health fair, which drew approximately 150 participants, including low-income and minority families. Attendees enjoyed a variety of activities, health information and free services at this family event.

At the **Prenatal Care Guidance Center** in Solano County, Oct. 10, CBO Coordinator Nadine Roberts presented updates and information from the BabyCal Campaign. Attendees were given an overview about the Campaign as well as the new advertising and outreach materials.

BabyCal CBO Coordinators and other team members also were on hand at the **California Alliance Concerned with School Age Parents (CAC SAP) Conference** in San Diego, Nov. 13 to 16. In addition to providing information and

materials at the BabyCal booth, BabyCal made a presentation at a special breakfast program to launch our newly updated collateral materials and share the Campaign's television ads. The event also was an opportunity to introduce new BabyCal CBO staff and meet organizations interested in joining the BabyCal Network.

BabyCal made a similar presentation to local CBOs at a reception hosted by the **Alameda County Public Health Department** in Oakland, Nov. 20. Representatives from approximately 50 agencies in Alameda, Contra Costa, Solano and San Francisco Counties were able to attend.

Nadine Roberts addressed the statewide **Black Infant Health Contractors** meeting held in Sacramento, Dec. 17. More than 100 agencies from throughout California were represented at the meeting and Nadine presented information about the BabyCal Campaign, the new BabyCal print materials and TV ads.

Please let us know of health fairs or conferences in your area. We'll include as many as possible in our planning for the year. Contact your local CBO Coordinator or Andrea Hanson at Hill and Knowlton, (213) 966-5763.

Sponsorship Update

Bay Area Rapid Transit (BART) featured BabyCal messages and the campaign's toll-free phone number on 56 television monitors in select terminals in Oakland and San Francisco. The information aired from mid-December through the end of January of this year, reaching countless numbers of commuters and others using BART during the busy holiday period.

Ordering BabyCal Materials

BabyCal offers a variety of outreach materials free of charge to community-based organizations. Available materials include pens, brochures, posters, holders, "take-one" displays with pads and wipe-off magnets with pens. Order forms can be obtained from your CBO Coordinator and faxed to Hill and Knowlton (attention: Pamela Coe, fax # 213/782-9793).

BabyCal Campaign Contact Information:

CBO Coordinators:

Northern California: Nadine Roberts (916/925-7816)
or Edith Tybo (916/395-0461)
Southern California: Keisha Manns (213/469-8680)
or Tania Watson (213/966-5720)

Hill & Knowlton:

6500 Wilshire Blvd., 21st Floor,
Los Angeles, CA 90048
Contact: Pamela Coe (213/966-5741)
Fax: 213/782-9793
or CBO Director Andrea Hanson (213/966-5763)

Department of Health Services:

714 P St., Room 1650, Sacramento, CA 95814
Contact: Lisa Jackson (916/657-3719)
Fax: 916/657-3224